



A New Generation's Challenges on the California Coast

CALIFORNIANS LOVE THE COAST

Between 83 and 94 percent of California voters say the condition of our ocean and beaches is important to them personally. Darker colors represent a higher percentage of voters in each region.





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San Elijo State Beach

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piodyle Family vacation success.
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beccajoydunn Love San Elijo! We have reservations in October! Go get some Bull Taco nachos and enjoy your time in that lovely place! 🌮

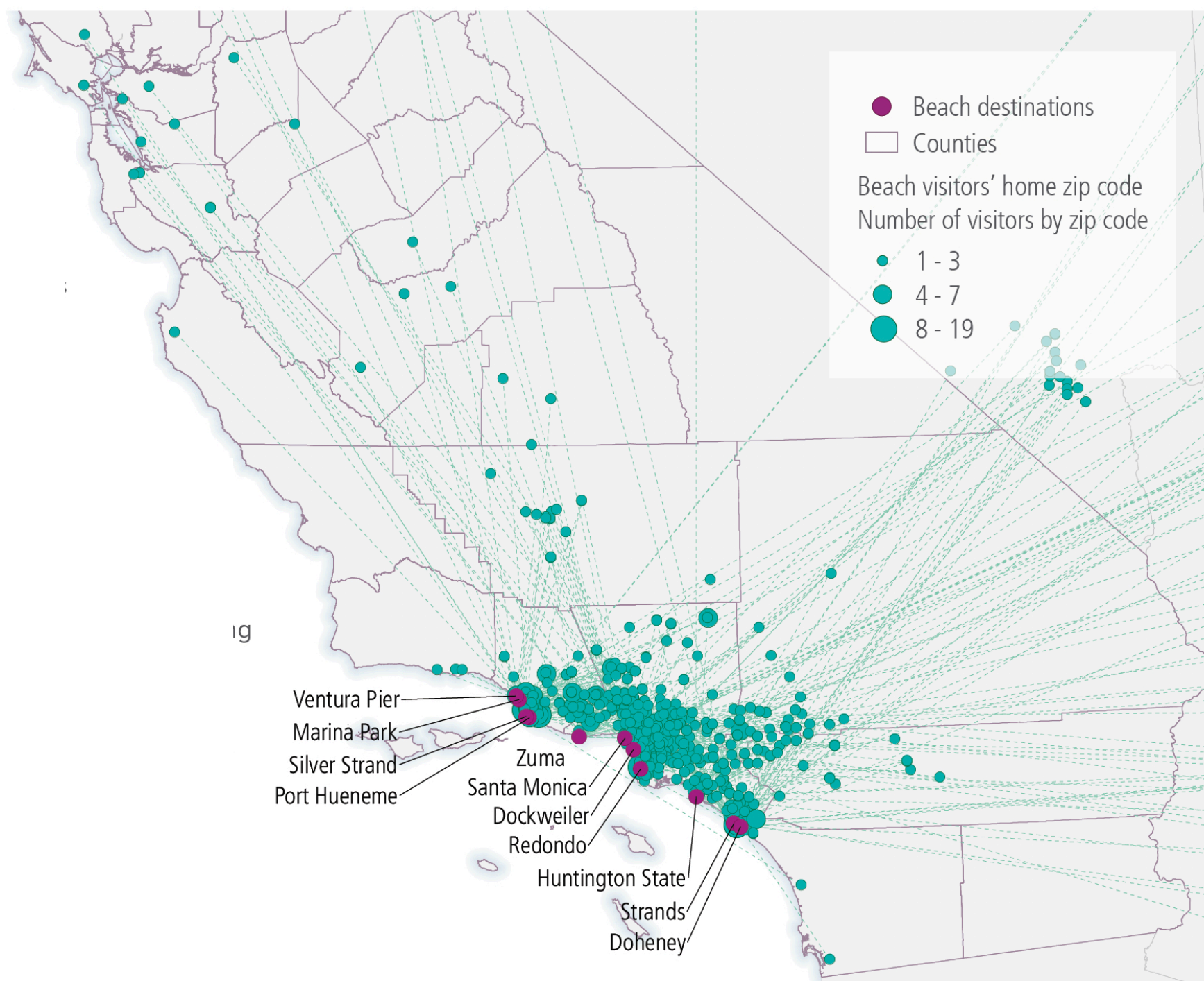
nashifuku Glad you guys are having a great time! Can

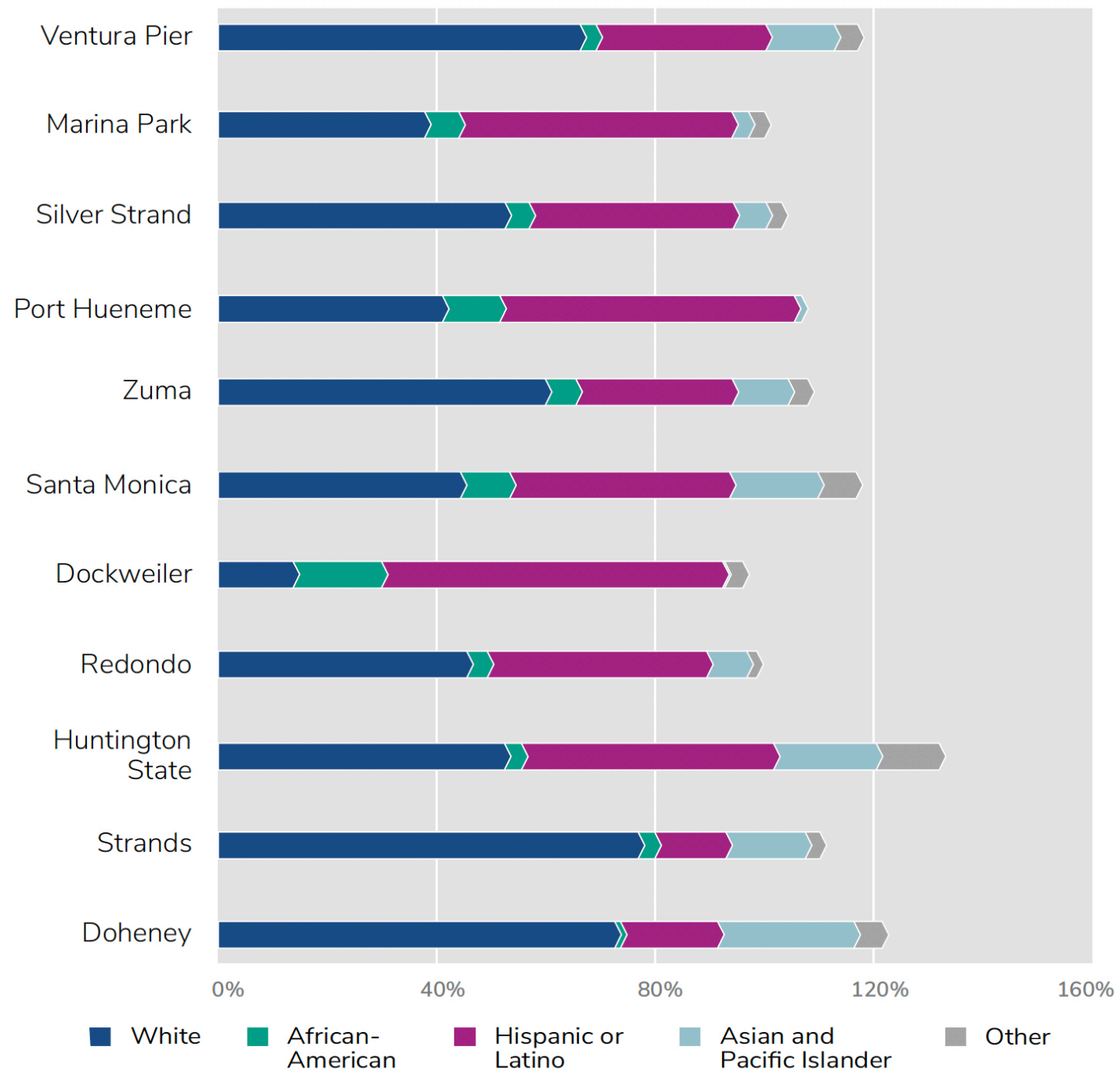
nashifuku Can't wait to hear about it! 🏖️

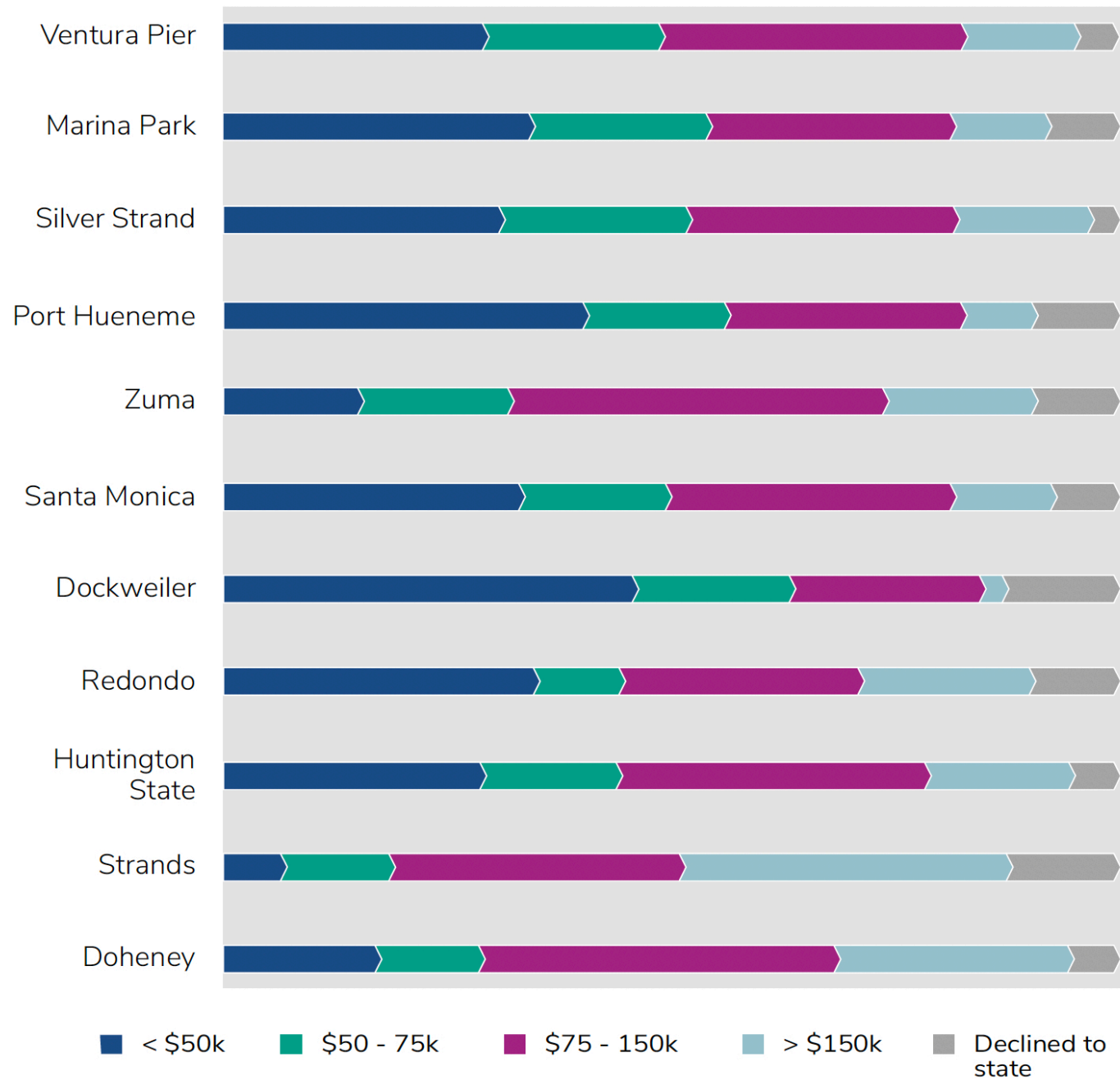


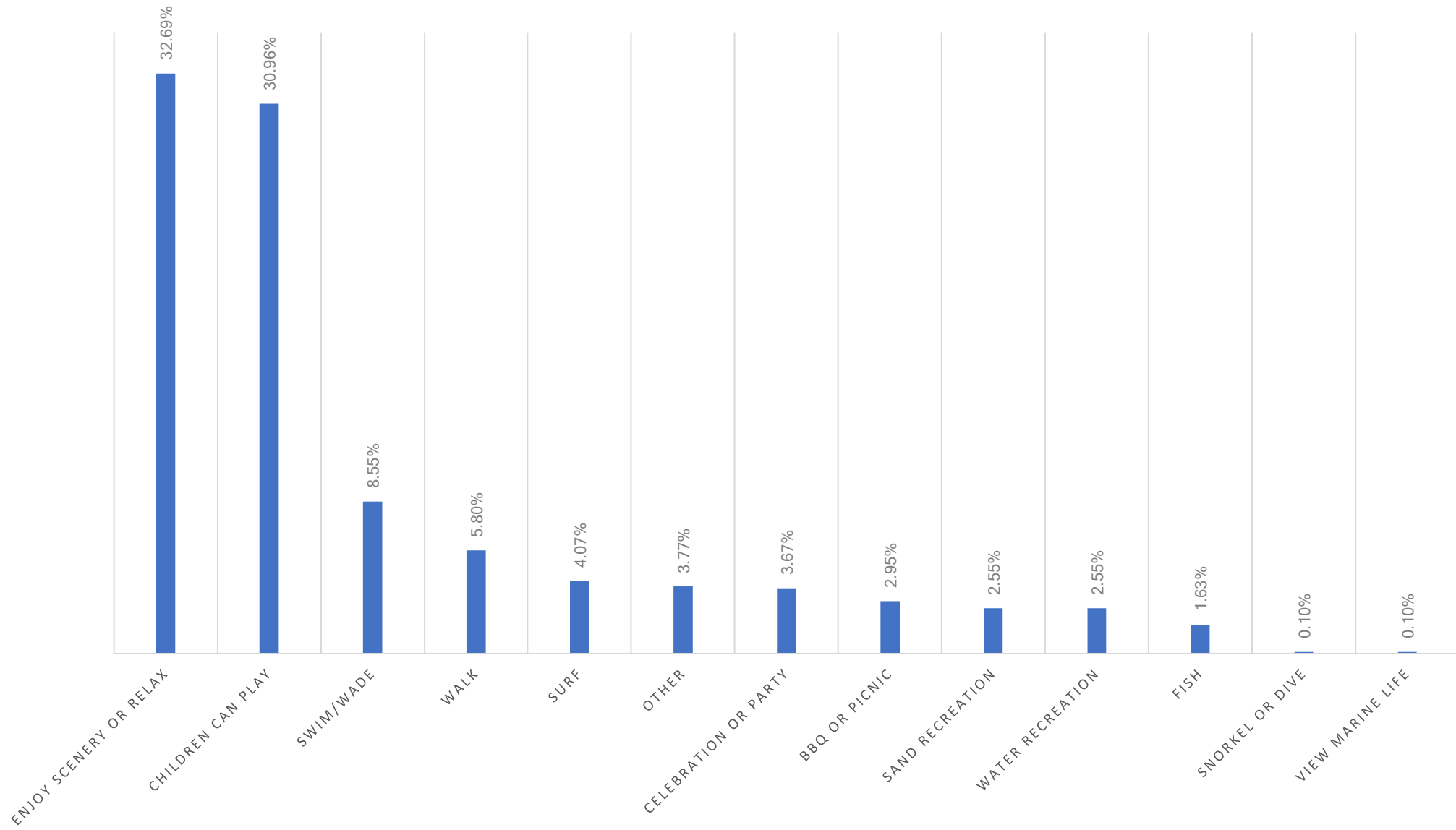
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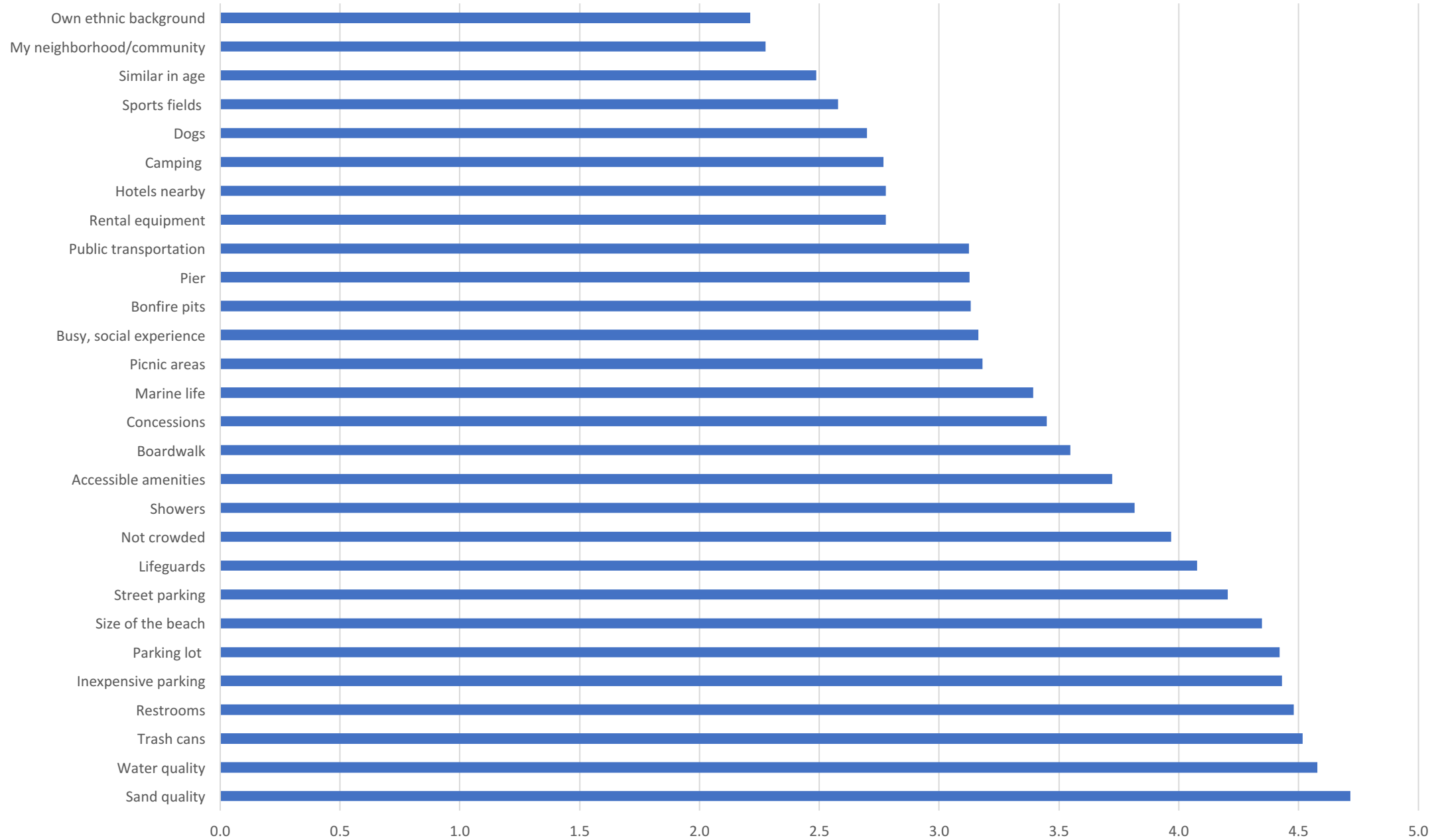




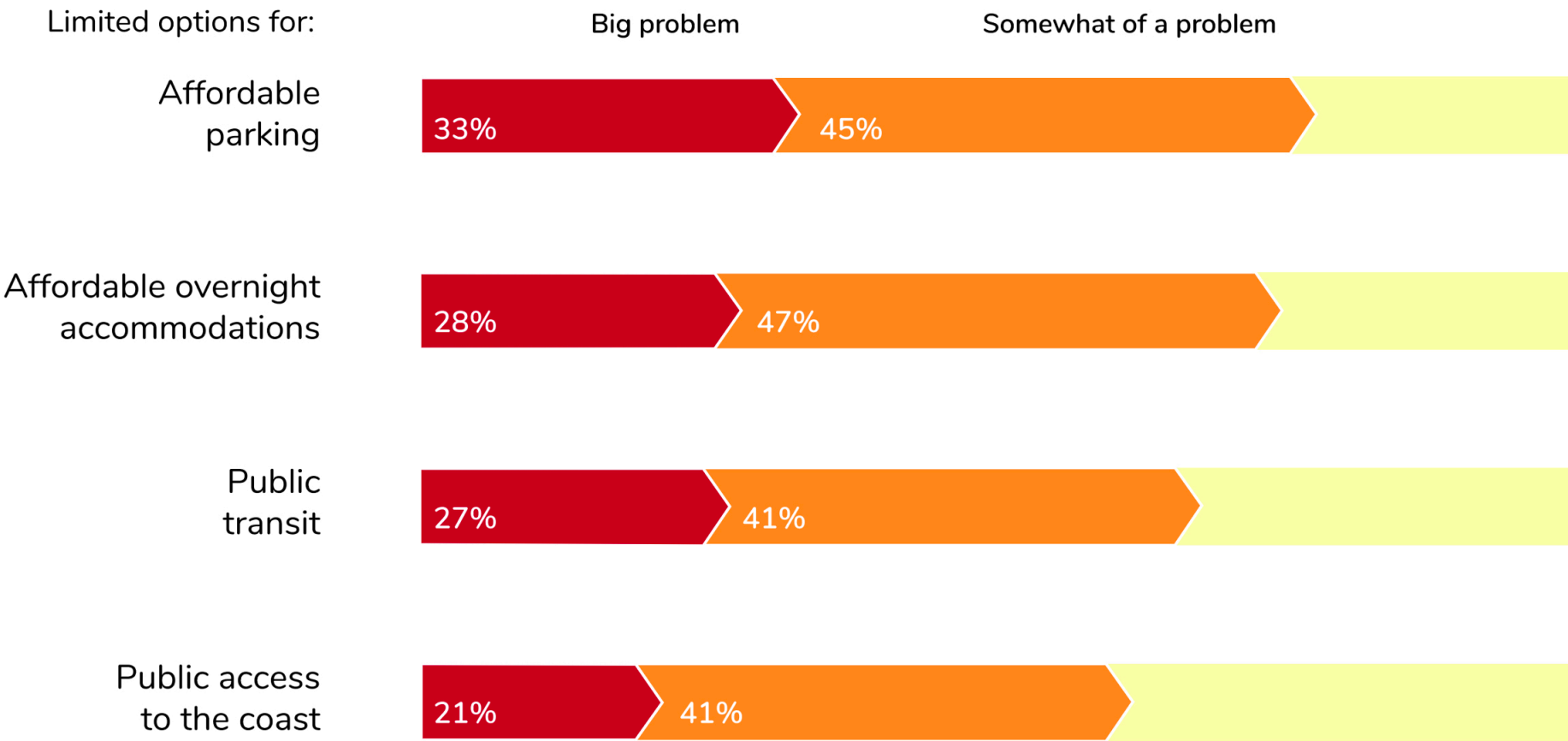


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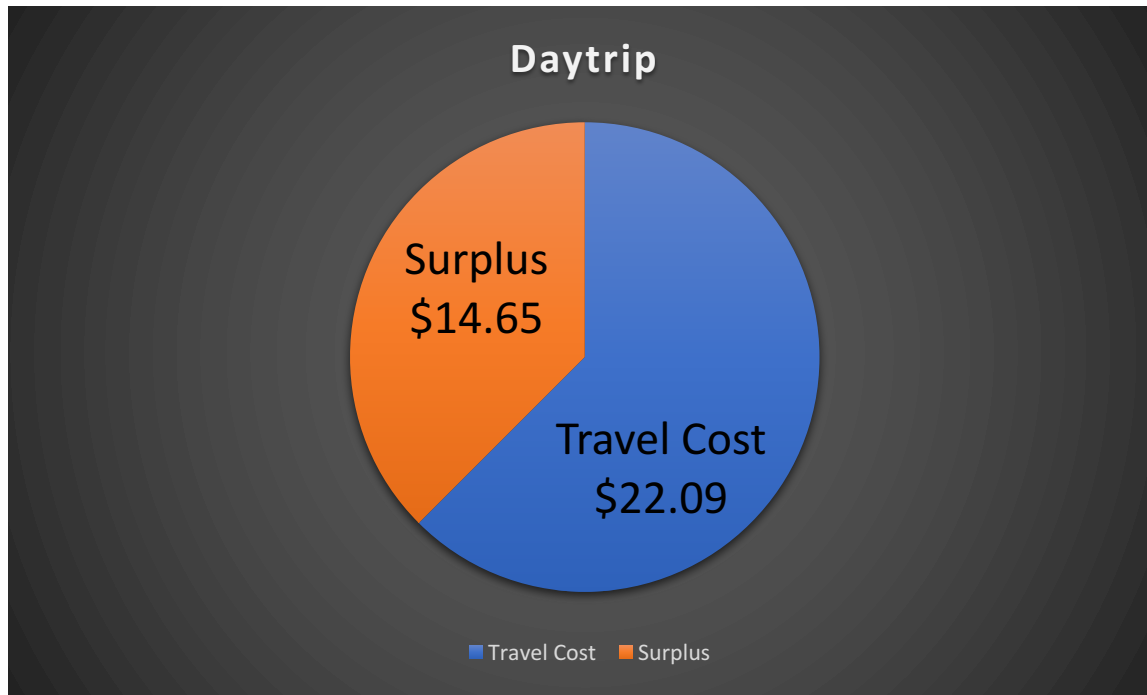


Four obstacles to coastal access, ranked by California voters

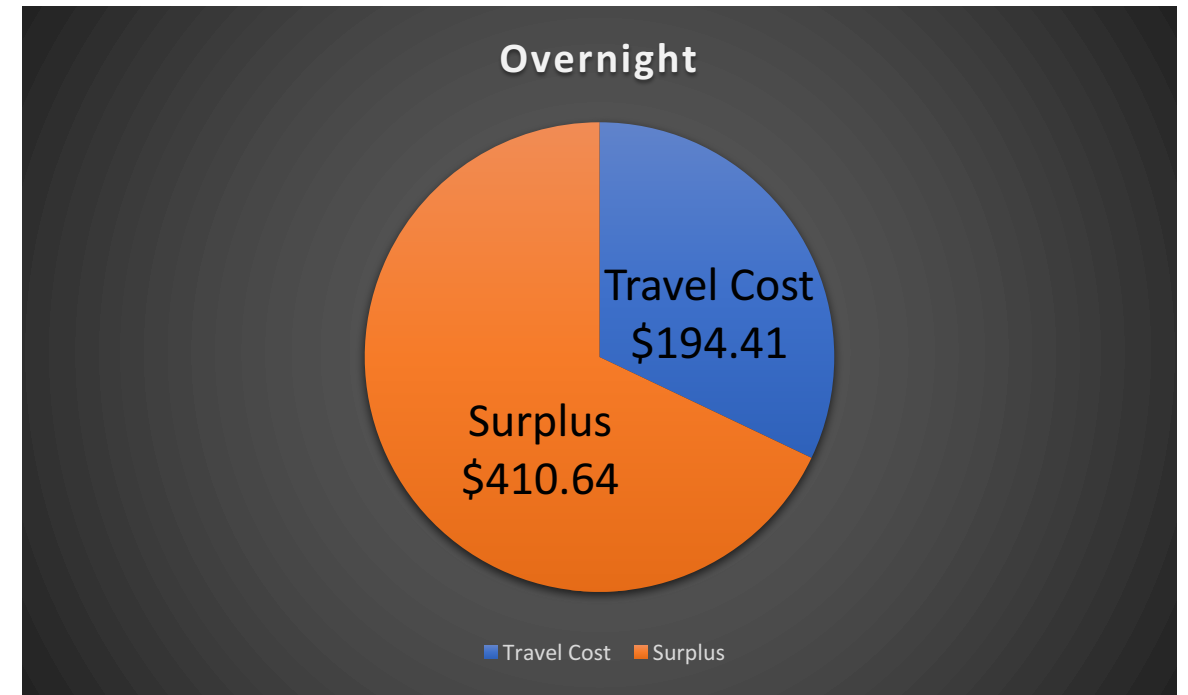


TRAVEL COST MODEL OF VALUE AND COST OF BEACH VISITS

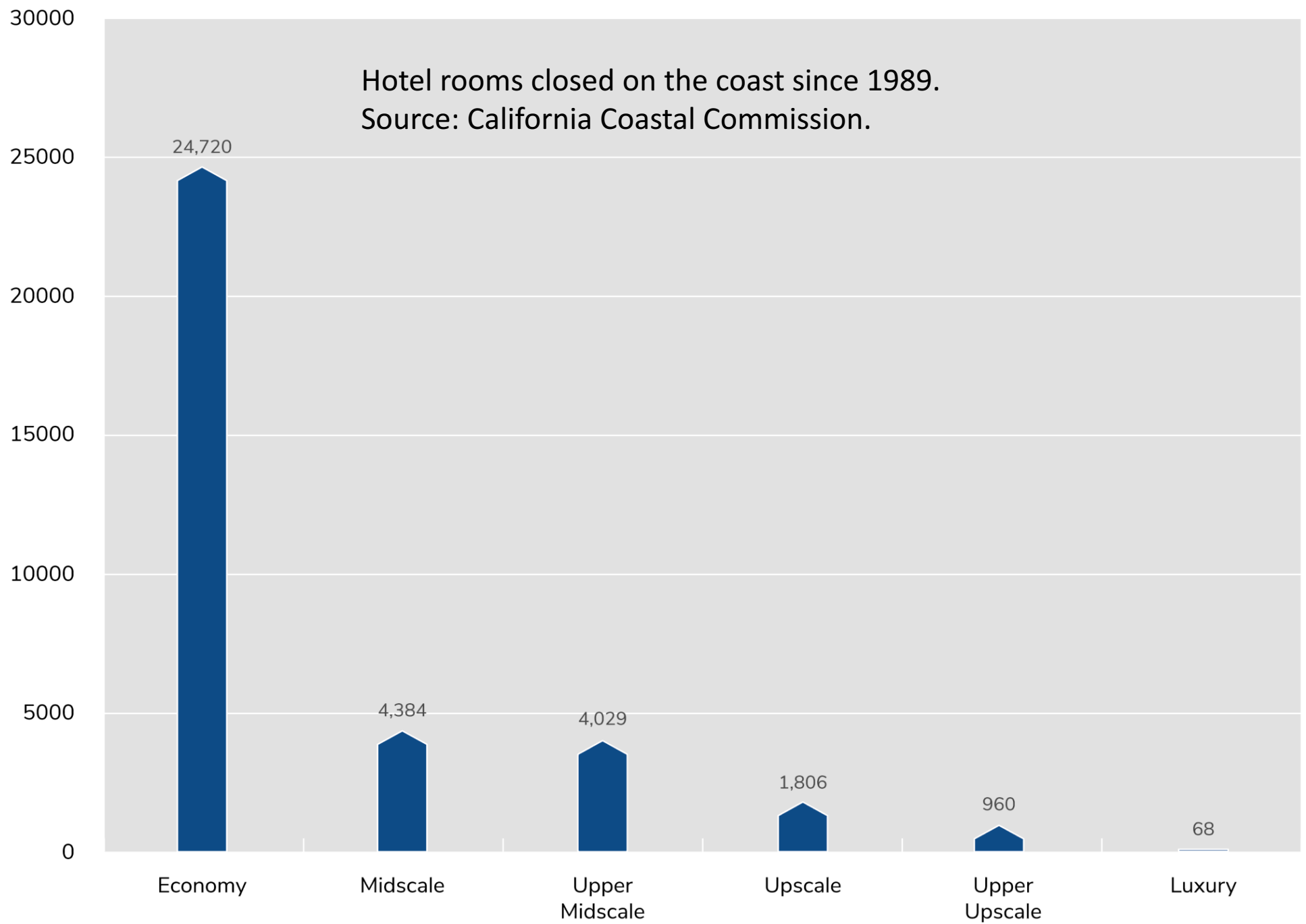
We used a travel cost model to calculate the value of trips to the beach. We found the average day trip had a total value of \$36.74 with travel to the coast costing \$22.09, not including expenses at the beach, leaving a surplus of \$14.65. We found the average overnight trip of four nights had a total value of \$605.05, with travel costing \$194.41, not including lodging, leaving a surplus of \$410.64. Please see our report for details.



If parking or day-use costs \$15, many visitors might elect not to go to the beach.



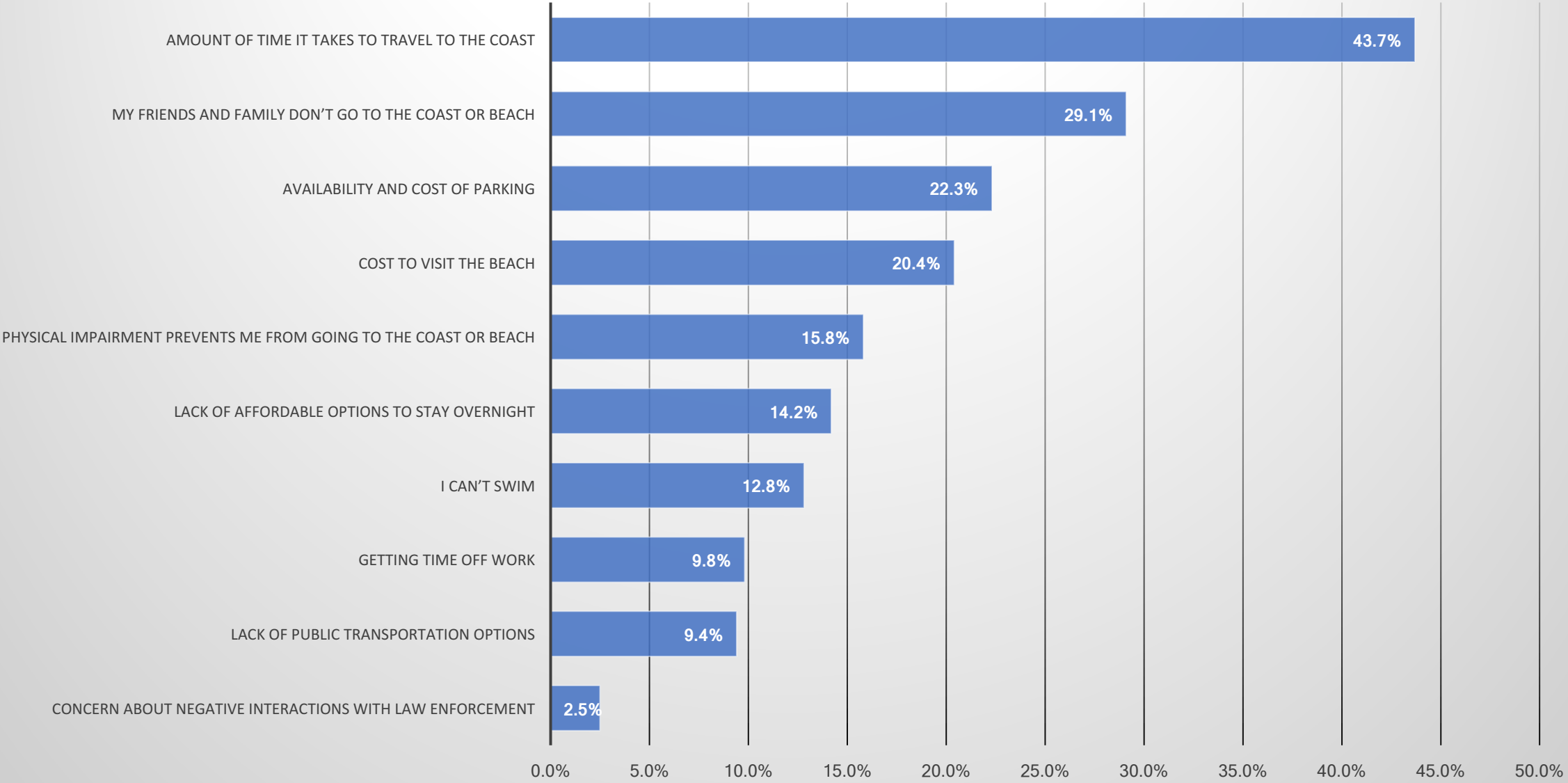
For the average stay of four nights, this leaves just \$102.66 a night for lodging.



Who doesn't visit the coast or beach in California?

- 18% of Californians visit the coast or beach less than once a year
- 5 to 7% of Californians never visit the coast
- 1 out of 5 of those Californians live in the Central Valley
- Half live in households with income under \$60,000 a year
- Half of them are Latino
- Half of them are foreign born
- A third of them are unfamiliar with coastal amenities

Why Don't You Go to the Beach More Often?



Recommendations

- Focus legislative and executive branch attention on the beach

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- Change the narrative on coastal access to be more inclusive
- Increase the supply of low-cost overnight accommodations
- Enhance public transportation options
- Recognize the importance of affordable parking
- **Support groups that are changing the culture of access to the coast**



CAUSE, Oxnard



Brown Girl Surf, Oakland



Outdoor Outreach, San Diego



ganny21

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Q&A and Discussion

